

ST. LOUIS MOSAIC PROJECT

REGIONAL PROSPERITY THROUGH IMMIGRATION AND INNOVATION

June 27, 2013



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Background



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- November 2011 – Identified as 2012 Strategic Priority by St. Louis County Economic Council
- January 2012 – The William T. Kemper Foundation agreed to fund study
- June 2012 – **“The Economic Impact of Immigration on St. Louis”** by Dr. Jack Strauss, Saint Louis University

The Economic Impact of Immigration on St. Louis

Jack Strauss

Simon Chair of Economics

Director of the Simon Center for Regional Forecasting

Saint Louis University

June 2012

Acknowledgments: The author benefitted from useful discussions with Anna Crosslin, Bob Duffy, Bob Fox and Mahendra R. Gupta. Steve Fazzari from the Murray Weidenbaum Center of Washington University also provided valuable comments. The study was funded by The William T. Kemper Foundation, Commerce Bank Trustee.



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Key Findings of 2012 Study



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Key Findings of 2012 Study



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1980
10th largest city



2012
19th largest city

St. Louis has the lowest immigration share of a top 20 city, and 2nd slowest population growth.

1970
26th in # of foreign born



2012
43rd in # of foreign born

Other metros in the top 20 averaged 40% faster economic growth over the past decade.

Source: Jack Strauss PhD, Saint Louis University



Key Findings of 2012 Study



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St. Louis foreign-born community is highly educated with predominantly white collar jobs.

44% more likely to have at least a college education

60% more likely to be entrepreneurs

Earns **25%** more than average American born.

130% more likely to have an advanced degree

3x more likely to be high-skilled

Source: Jack Strauss PhD, Saint Louis University



Steering Committee



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Denny Coleman (co-chair)
St. Louis County Economic Council

Anna Crosslin
International Institute of St. Louis

John Nations
Metro Bi-State

Rodney Crim (co-chair)
St. Louis Development Corporation

Bob Fox
Casa de Salud

Kathy Osborn
Regional Business Council

Joe Reagan (co-chair)
St. Louis Regional Chamber

Dr. Joel Glassman
UMSL

Jim Pennekamp
University Park SIUE, Inc

Debbie Barron
Danforth Plant Science Center

Anthony Gonzalez-Angel
Gonzales Companies, LLC

Doug Rau
Sigma-Aldrich Corporation

Sue Bhatia
Rose International Inc.

Michael Holmes
Rx Outreach

Kathleen Ratcliffe
St. Louis CVC

James H. Buford
The Urban League of Metro St. Louis

Tom Irwin (advisor)
Civic Progress

Vince Schoemehl
Grand Center, Inc.

Elizabeth Burger
Monsanto Company

Dee Joyner (advisor)
Commerce Bank

Dr. Julian Schuster
Webster University

Dr. Edward S. Macias
Washington University in St. Louis

Dr. Jack Strauss (advisor)
Saint Louis University



Goal: St. Louis 2020 – Fastest Growing U.S. Metro Area for Immigration



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Communications- K. Ratcliffe

Marketing strategies to reinforce a community (and state) wide culture of inclusion

University Engagement- E. Macias

Attract and support international students for earlier and deeper integration in the community

Analysis-B. Fox

Comprehensive internal gap analysis and external best practices assessment

Business & Government Affairs- V. Schoemehl

Engage business and local, state and federal government leaders to develop concrete solutions

Infrastructure- A. Crosslin

Reinforce a *St. Louis advantage* by developing ideal services.

Supporters & Volunteers

Wider local input encouraged through a broad base and inclusive group of advocates- 100+



Analysis



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- Comprehensive internal gap analysis and external best practices assessment
- June 2013 New Study: **“St. Louis Immigration Recommendations: How to Jump-Start Growth”** by Dr. Jack Strauss, St. Louis University



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The logo for St. Louis is Mosaic is a circular emblem. The outer ring is composed of various colored mosaic tiles in shades of red, orange, yellow, and blue. Inside the ring, the text "st.lou" is in a grey sans-serif font, followed by a large, stylized "is" in red. Below this, the word "MOSAIC" is written in a bold, grey, all-caps sans-serif font.

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Key Findings of 2013 Study

Key Findings 2013 Study- STL Resources



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- St. Louis region was compared to 10 similar regions
 - Kansas City, Detroit, Nashville, Louisville, Dayton, Cincinnati, Cleveland, Pittsburgh, Baltimore, Indianapolis
- St. Louis organizations providing services to immigrants are fractionalized and uncoordinated compared to other regions
- Individual universities assist their international students, but the region does not provide coordinated community services
- Business community is not fully linked to the international community
- Immigrant population is not fully linked to religious organizations



Key Findings of 2013 Study- Best Practices



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- Some benchmark cities engage immigrants, especially high skilled, with more community services such as re-credentialing and business English
- Some, like Indianapolis, engage trained local ambassadors called “native helpers” with immigrants
- Some regions have staff within local government dedicated to immigrant needs



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Recommendations

Study Recommendations for St. Louis Region



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- Coordination, Communication, Assessment
- Launch a Welcoming Center
- Create online ethnic communities
- Promote Policies through Political Leadership
- Engage Business Community
- Connect to Local Community
- Include International Students
- Communicate with MO, IL and DC legislators
- Open up to new ideas



Government Outreach



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Engage local, regional, federal government leaders to reduce hiring barriers

- November 2012 – Missouri State Senate Blue Ribbon Panel on immigration
- Feb 2013 – Delegation and Forum in Washington, D.C. to release Midwest Call to Action on Immigration Reform
- June 2013- Detroit Midwest Cities Conference
- New: Build on local, Midwest and national dialogues for immigration reform
- New: Work bi-state to improve professional recredentialing

Economic Delegation to US Capitol *Promoting the Value of Immigrants*



(From left) Tim Nowak, Executive Director of the World Trade Center STL; Kathy Osborn, Executive Director of the Regional Business Council; Jack Strauss, Simon Chair of Economics at St. Louis University; John Nations, President & CEO of Metro/Bi-State; The Hon. Ann Wagner, US Congresswoman for MO Second District; Anna Crosslin, President & CEO of International Institute of St. Louis; Bob Fox, entrepreneur and Chair of Casa de Salud; Rodney Crim, Executive Director of St. Louis Development Corporation; Joe Reagan, President & CEO of St. Louis Regional Chamber; and Denny Coleman, President & CEO of St. Louis County Economic Council

Business Outreach



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Engage business leaders to develop hiring solutions for skilled foreign talent

- Connections with local large and small companies-2012
- Understanding of issues/barriers to hiring foreign candidates and STEM international students-2013
- New: Support Washington University Olin Business School workshop 7/18 “Leveraging Global Talent”
- New: Regional Chamber’s Diversity Partnership Fellows leadership program to track/increase foreign born in next class
- New: Focus St. Louis to increase programming on Immigration



Infrastructure



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Reinforce a St. Louis advantage by developing ideal services: legal, housing, health, finance, safety

- Review of support services for immigrants-2012
- Presentations from Regional Health Commission 2013
- Meetings with City/County Health Departments-2013
- New: In next 12 months, create a Welcoming Connection, physical and virtual
- New: Work with health and social groups that service immigrants, including new groups like STL Transplants



University Engagement



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Attract and support international students for earlier and deeper integration in St. Louis community

- Meetings with over 20 company hiring executives and university leaders to discuss international aspects- 2012
- New: Fall 2013: Bring together staff of 5+ universities to determine new ways to support international students
- New: Regional Business Council to pilot mentoring for 10 designated STEM international students within their Young Professional Network Program



Communications



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Develop marketing strategies to reinforce culture of inclusion and to dispel myths about immigration

- Three sub-committees met in 2012/2013
- New: Launch of St. Louis Mosaic Project with signage/awareness throughout region in next 12 months
- New: Develop Asset Map for all bi-state resources that support immigrants- 2013
- New: Website with links for 10 nationalities- 2013
- New: Enroll 50 Mosaic Ambassadors from Supporters Group to give talks about why the region needs more immigrants -Fall 2013



Committee Principles



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- Economic imperative for St. Louis
- System must be streamlined and visa availability expanded
- Border security and rule of law
- Special initiatives to welcome and integrate new citizens





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Regional Prosperity Through Immigration and Innovation

Now is the time for action!

www.worldtradecenter-stl.com/immigration

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